



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

## Contract # 323941

**Schedule Dates** 10/22/12-10/28/12  
**Advertiser** Pol/D Heck/D/US Congress (16718)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Blakely, Dave (1018)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** EST #11448  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/24/12  
**Last Modified** 08/01/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,534.25  
**Net Total** \$31,360.75  
**Sales Tax**

## Seattle (KIRO)

By Broadcast Month	Spots	Rate
Oct. 2012	59	\$36,895.00
<b>Grand Total:</b>	<b>59</b>	<b>\$36,895.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/25/12	5	:30	4:57A- KIRO 7 EYEWITNESS NEWS @ 5A			1		1				2	\$200.00	\$400.00	Seattle (KIRO)		7/24/12
2.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			5	\$325.00	\$1,625.00	Seattle (KIRO)		7/24/12
3.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7A- CBS THIS MORNING		1	1	1	1	1			5	\$150.00	\$750.00	Seattle (KIRO)		7/24/12
4.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING							1		1	\$145.00	\$145.00	Seattle (KIRO)		7/24/12
5.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	6:57A- CBS SUNDAY MORNING								1	1	\$550.00	\$550.00	Seattle (KIRO)		7/24/12
6.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	9:56A- PRICE IS RIGHT				1		1			2	\$400.00	\$800.00	Seattle (KIRO)		7/24/12
7.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	10:58A- 12P (PST)		1							1	\$505.00	\$505.00	Seattle (KIRO)		7/24/12
8.0	Normal Line / Spot	10/23/12-10/25/12	5	:30	11:59A- KIRO 7 EYEWITNESS NEWS @ 12P			1		1				2	\$260.00	\$520.00	Seattle (KIRO)		7/24/12
9.0	Normal Line / Spot	10/22/12-10/26/12	4	:30	9A- RACHAEL RAY		1	1	1	1	1			5	\$175.00	\$875.00	Seattle (KIRO)		7/24/12
10.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	3:58P- 5P (PST)		1	1	1	1	1			5	\$350.00	\$1,750.00	Seattle (KIRO)		7/24/12
11.0	Normal Line / Spot	10/22/12-10/25/12	4	:30	4:57P- KIRO 7 EYEWITNESS NEWS @ 5P		1		1	1				3	\$700.00	\$2,100.00	Seattle (KIRO)		7/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P			1			1			2	\$650.00	\$1,300.00	Seattle (KIRO)		7/24/12
13.0	Normal Line / Spot	10/22/12-10/24/12	4	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1		1					2	\$650.00	\$1,300.00	Seattle (KIRO)		7/24/12
14.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	6:58P- ENTERTAINMENT TONIGHT		1	1	1	1	1			5	\$475.00	\$2,375.00	Seattle (KIRO)		7/24/12
15.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	7:27P- THE INSIDER				1		1			2	\$475.00	\$950.00	Seattle (KIRO)		7/24/12
16.0	Normal Line / Prime	10/22/12-10/22/12	5	:30	8:58P- 10P (PST)		1								\$3,500.00		Seattle (KIRO)		7/24/12
17.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	9P- NCIS: LOS ANGELES			1							\$5,600.00		Seattle (KIRO)		7/24/12
18.0	Normal Line / Prime	10/24/12-10/24/12	3	:30	10P- CSI				1						\$4,700.00		Seattle (KIRO)		7/24/12
19.0	Normal Line / Prime	10/25/12-10/25/12	4	:30	9P- PERSON OF INTEREST					1				1	\$3,200.00	\$3,200.00	Seattle (KIRO)		7/24/12
20.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	10P- BLUE BLOODS						1				\$2,500.00		Seattle (KIRO)		7/24/12
21.0	Normal Line / Prime	10/27/12-10/27/12	4	:30	10P- 48 HOURS MYSTERY							1		1	\$1,900.00	\$1,900.00	Seattle (KIRO)		7/24/12
22.0	Normal Line / Prime	10/28/12-10/28/12	4	:30	8P- AMAZING RACE								1	1	\$4,300.00	\$4,300.00	Seattle (KIRO)		7/24/12
23.0	Normal Line / Prime	10/28/12-10/28/12	4	:30	10P- THE MENTALIST								1	1	\$3,700.00	\$3,700.00	Seattle (KIRO)		7/24/12

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24.0	Normal Line / Spot	10/22/12-10/26/12	4	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1	1	1	1	1			5	\$950.00	\$4,750.00	Seattle (KIRO)		7/24/12
25.0	Normal Line / Spot	10/27/12-10/28/12	4	:30	11P- 11:35P (PST)							1	1	2	\$800.00	\$1,600.00	Seattle (KIRO)		7/24/12
26.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1	1	1	1	1			5	\$300.00	\$1,500.00	Seattle (KIRO)		7/24/12

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